

Research on the Application of Zhuang Brocade in Guilin Tourism Cultural and Creative Products

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Abstract: Taking Zhuang brocade, the traditional national cultural and artistic treasure of Guangxi Zhuang Autonomous Region, as the starting point, this paper analyzes Guilin's rich tourism resources, condenses and extracts the unique appearance characteristics of its famous scenic spots, transforms them into abstract expression symbols and patterns, and combines them with Zhuang brocade art to make cultural and creative products that conform to the aesthetics of the times. With the travel of people all over the world, they spread to all parts of the world, Promote the common development of traditional Zhuang brocade culture and Guilin tourism culture economy in the new era.

Keywords: Guangxi Zhuang brocade; Traditional patterns; Guilin tourism; Cultural heritage; Cultural innovation

1 Introduction

As one of the four famous brocade in China, Zhuang brocade has a long history and rich cultural heritage, which is translated into "the page of heavenly patterns" in Zhuang nationality[1]. Zhuang brocade culture has its unique spiritual inheritance and national belief for the entire Guangxi national culture and working people. The development of Zhuang brocade fully reflects the national wisdom of Zhuang people. The inheritance of Zhuang brocade shows the admiration and expectation for a better life. Based on the concept of sustainable development, this paper selects the characteristic tourist attractions in Guilin as the research object. From the perspective of the aesthetic value and development characteristics of Zhuang brocade, it considers the new expression

form and artistic carrier of the combination of Zhuang brocade and Guilin tourism culture, and strives to produce practical cultural products with local characteristics.

2 The development of Zhuang brocade art in Guangxi

2.1 Research value of Zhuang brocade culture

As early as in the later Han Dynasty, Nanman biography[2], it was clearly recorded that the ancestors of the Zhuang nationality began to use Zhuang brocade. Zhuang brocade, a beautiful handmade art, is deeply loved at home and abroad with its colorful, lively and flexible patterns, soft but rigorous structure, warm and open-minded national characteristics and style. It contains great aesthetic value. First, it has the excellent connotation inherited by Chinese culture. It is not only an important local necessities, but also an important link to export excellent national culture; Second, it has a strong color visual conflict. Whether it is the rigorous structure of geometric lines, the vitality of animal and plant patterns, or the auspicious decoration of auspicious auspicious animals[3], it brings people a mysterious visual impact. The cultural development and cultural output of Zhuang brocade are of significance and value.

2.2 Analysis on the development of Zhuang brocade culture

Nowadays, with the rapid economic growth, with the continuous awakening of ideology such as fast-food fashion culture and high extravagance, it has a long-term impact on modern people's thinking, and has an immeasurable cultural impact on traditional culture. Under the background of the 21st century and economic pressure, how to combine traditional culture such as Zhuang brocade with modern Guilin's rich tourism cultural resources has become a problem that we should think more about. Zhuang brocade culture not only carries the changes of Guangxi People's history and life, but also demonstrates the living habits and development history of Guangxi people. We should focus on how to better inherit and record Zhuang brocade traditional culture[4].

2.3 Guangxi Guilin tourism resources

Guilin's tourism resources are divided into two categories: one is the natural tourism resources that are known as "Guilin's mountains and rivers are the best in the world" [5]. This kind of natural green tourism resources is famous in the world by virtue of its own advantages. In view of the investigation and integration of Guilin's natural tourism resources, Guilin's local natural tourism is mainly represented by tourist attractions such as elephant trunk mountain and Dragon Ridge terraces, and the red tourism culture mainly includes Xiangjiang Martyr Memorial Park, etc. By extracting patterns and patterns of Zhuang brocade, we can flexibly combine them with the tourism culture of Guilin, learn from the form of scenic spots in Guilin, give different presentation ways to Zhuang brocade culture, so that culture and culture can collide with each other, and design cultural products with the distinctive signs of Guilin and Zhuang brocade.

3 Zhuang brocade inherits the redesign principle

3.1 The development of Zhuang brocade culture should take its essence

Tourist souvenirs represent local characteristics and generally have both regional culture and national characteristics. In addition to appreciation value, they also have collection, gift and commemorative value. Guangxi is extremely rich in local tourism resources. We can use local folk art to design the packaging of tourist souvenirs [6], which can not only greatly improve the competitiveness of its products, but also better promote the Zhuang national characteristics and show the regional culture with Guangxi characteristics.

3.2 Zhuang brocade culture integrated into modern thinking Aesthetics

Cultural and creative products are pouring into the market, and more and more designers are investing in the design of cultural and creative products. Among them, the popular cultural and creative products include the Forbidden City Museum and a series of cultural and creative products. The success of the design of these cultural and creative products is inseparable from the profound cultural background and excellent spiritual connotation behind the cultural and creative products. Similarly, Zhuang

brocade culture can also be used in this way to design and create products that conform to the trend of the times with Guilin tourism culture Cultural and creative products with unique flavor of Zhuang brocade of Guangxi Zhuang nationality.

3.3 Innovative application discovery and communication means of Zhuang brocade elements

The traditional Zhuang brocade is generally used by Zhuang people in daily necessities, such as quilt cover, mattress cover, backpack, etc. from the side, it can also reflect that Zhuang people are cheerful and love life. Through the query and reading of online materials and the visit to the offline Zhuang brocade Museum, we learned that the Zhuang brocade patterns can be roughly divided into: the hook and cloud pattern, thunder pattern, water ripple pattern and ripple pattern in geometric patterns, the phoenix pattern, butterfly pattern, bird pattern, chicken pattern and Dragon pattern in animal patterns, and the octagonal pattern, chrysanthemum pattern, plum blossom pattern and rice spike pattern [7] in plant patterns. These patterns have simple geometric beauty, It also has the beauty of tedious and exquisite rigor, which can be used for reference in the form innovation of Zhuang brocade and Guilin tourism culture to create a unique Zhuang brocade series products.this is shown in Figure 1 and Figure 2.

4 Design idea of Zhuang brocade cultural products

4.1 Easy to understand direct design principles

The output process of cultural and creative design should be to study the current market, clarify the relationship between Zhuang brocade culture, Guilin landscape culture and people, think about the direct design that the public can understand, and clarify their essential relationship, which is the key to whether the product can resonate with people. For example, the tea set Jinxiu series designed by Ling Yu, a young pottery artist in Qinzhou, Guangxi, is shown in Figure 3. Through analyzing and thinking about the vivid patterns of Zhuang brocade, she found that the overall design of this set of tea set is simple and generous, and the prosperous and exquisite patterns of Zhuang brocade are applied to the whole set of tea sets, which not only highlights the direct functional design principle that is easy to understand, but also has an aesthetic

expression form that is acceptable to the modern public, The balance between aesthetics and practical function of the apparatus and pattern is found.

4.2 Image transformation from abstract to concrete

In the past, most of the Zhuang brocade elements used for reference were directly extracted from the Zhuang brocade patterns and then directly transferred to the existing common daily necessities. They lacked regional characteristics and were simply copied and pasted. They were easily replaced by other cultural products. They did not form their own unique competitive advantages. The cultural products they produced could only stay in people's initial emotional experience, It can not arouse the deeper emotional resonance of the public. As a national cultural art, Zhuang brocade, with the development and change of the times, the change of aesthetic differences and the collision of popular elements, we should grasp the connotation of the spirit of the times and inject new strength of the times into the traditional culture [8].

4.3 Highlight the practical function of integrating into life

As a kind of handmade art, Zhuang brocade contains the spiritual core and cultural beliefs that represent the Zhuang people [9]. As Lei Guiyuan, the father of modern design in China, emphasized, "we learn patterns for production. In order to meet the needs of people's lives, we must pay attention to the comprehensive principle of economy, adaptability and beauty". Adhering to this principle, in the analysis of Zhuang brocade and Guilin tourism elements, It is also necessary to consider the practicality and aesthetics of the design product itself. From the aesthetic perspective of the public, the design conforms to the use of people's daily life, and can highlight the essential characteristics of Zhuang brocade and Guilin tourism resources' own culture, arouse the deep emotional resonance of users, and better promote the popularity and radiation influence of Zhuang brocade culture and Guilin tourism.

4.4 The design method of instruments and tools based on the combination of Guilin tourism elements and Zhuang brocade elements

Since ancient times, the four treasures of study have been an important way

for Chinese scholars to express their feelings for the landscape and their hesitating ambitions. A complete set of tools for writing brush characters specifically refers to brush, black ink, rice paper and inkstone. The body of the brush is abstracted from the rich patterns of Zhuang brocade and simplified for design [10]. The cap tries to combine with Guilin's special karst landform, such as stalactite landscape, or with the sun and moon twin towers for simplified extraction of elements. By combining the local cloudy and foggy natural scene of Guilin, the inkstone has left a hole in the mountain design around the inkstone to express the hazy and beautiful scenery of Guilin. Another backflow route is designed to express the majestic scenery of the winding water of the Lijiang River. The inkstone body of the inkstone adopts innovative Zhuang brocade patterns for fusion design, which can better highlight the characteristics of inheriting the national culture and highlight its cultural characteristics. Finally, this design not only has the artistic and cultural connotation of traditional culture, but also fully demonstrates the Chinese people's pursuit and yearning for beautiful things. The above is the application of Zhuang brocade in the application research of Guilin tourism cultural and creative products. Later, according to the needs, more products that meet the aesthetic and cultural needs of the public will be designed.

5 Epilogue

The development of Zhuang brocade culture has lasted for more than 1000 years, and the baton of communication has been handed over to the new youth in the new era. In order to adapt to the rapid development of society, inherit and carry forward the excellent Zhuang brocade traditional culture of Guangxi Zhuang nationality, combine, develop and carry forward, promote the popularity of Guangxi Zhuang brocade excellent culture, the popularity of Guilin tourism resources, and creatively realize the combination and development of old and new things, While adhering to the original essence of Zhuang brocade, we will continue to introduce designs that are popular with the public, constantly push through the old to bring forth the new, seriously do a good job in and carry forward Zhuang brocade culture, promote the continuous development of tourism cultural products in Guangxi, promote the attention and protection of Zhuang brocade culture, enhance the Zhuang people's consciousness of protecting Zhuang brocade culture, and enable the Zhuang people to form a sense of cultural and artistic pride on the basis of the protection and dissemination of Zhuang brocade culture, To

strengthen the cultural foundation of Zhuang brocade art and Guilin tourism..

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